

ARIZONA FIDUCIARIES ASSOCIATION, INC.

REQUEST FOR PROPOSAL

CONFERENCE PLANNER

OCTOBER 14, 2005

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1. Summary

The Arizona Fiduciaries Association, Inc. (AFA) is accepting proposals to serve as the overall project manager for the AFA's semi-annual conference. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria which will lead to the awarding of a contract.

2. Proposal Guidelines and Requirements

This is an open and competitive process.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation as to the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address, and other contact information of the sub-contractor. The AFA will not refuse a proposal based on the use of sub-contractors; however, we retain the right to refuse the subcontractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. Contract Terms

The AFA will negotiate contract terms upon selection. All contracts are subject to review by AFA legal counsel, and a project will be awarded upon signing of an agreement or contract that outlines terms, scope, budget, and other necessary items.

4. Background

The Arizona Fiduciaries Association, Inc. is a non-profit organization whose purpose is to provide structure, guidance, training and mandated continuing education for certified fiduciaries (CF) in Arizona.

AFA welcomes individual memberships of persons who are fiduciaries or work in the field of probate, including guardianships, conservatorships and other probate proceedings.

The AFA was originally established in the early 1980's as the Arizona Association of Public and Private Fiduciaries and evolved into the Arizona Fiduciaries Association in April 1995 and has enjoyed steady membership growth and recognition since that time. There are currently over 150 members of the AFA. The AFA became a state affiliate of the National Guardianship Association in November 1999.

Mission

The Arizona Fiduciaries Association, Inc. will take a progressive leadership role in ensuring that professional, efficient, compassionate fiduciary and probate services are provided to all Arizona residents in need of such services.

Values

1. We believe that all individuals have the right to dignity and respect.
2. We believe that all individuals are entitled to courteous, competent services from association members.
3. We strive to achieve the highest standards of ethics and integrity in our profession.
4. We maintain the highest level of communication and cooperation among all members.
5. We maintain and support the highest level of knowledge and competency in our profession.

Event Profile:

The AFA conducts semi-annual educational events open to association members and members of the general public. The event is typically 1.5 days in length, scheduled for Thursday and Friday. The first day consists of mid-day check-in, multiple speakers and an evening reception. The second day consists of the membership business meeting, multiple breakout sessions and a luncheon with a keynote speaker. We have included the agenda from the last AFA conference as Attachment A for review. The Board of Directors has discussed extending the conference to include a "back to the basics" session which would begin mid-day on Wednesday. The conference would then begin at approximately 10:00 a.m. Thursday and end at 2:00p.m. Friday.

Issues with Previous Conferences:

Members have expressed a desire to have more specific training on practical practice areas for new members and a refresher course for existing members of the industry. Many members felt that the time allotted for breakout sessions and the conference as a whole was inadequate. We have included the participant comments from the last AFA conference as Appendix B for review.

5. Purpose, Description and Objectives

Purpose

The AFA has offered educational conferences for a number of years. The level of growth experienced by the AFA over the years has led to the desire to produce professional, comprehensive and useful educational conferences for our membership.

Description

Create an informative and interactive conference that will assist in encouraging growth within our industry and organization. We must develop a comprehensive educational experience for our membership, delivering constantly changing information to our key audience. We wish to include local, state, and nationally recognized speakers to provide the best educational value to our membership.

To be effective, our conference must be:

- Professional
- Informative
- Cost Effective
- Specific to our industry while still encouraging participation from members who work closely within our industry

Objectives

Our primary objectives are to continue to build awareness and interest in the industry and organization, as well as the services it provides to the public and to our members.

Our Vision

- Draw professional members and the public to the conference.
- Provide current, up-to-date information to members and the public regarding changes in legislation, governing rules and industry standards.
- Increase participation and sponsorship from sponsors.
- Draw regional and nationally recognized speakers to provide a comprehensive educational experience.
- Develop marketing strategies to solicit increased participation by industry professionals and related professions.

6. Timeline

- This RFP is dated October 14, 2005. Interested parties may also request a copy be sent via email by contacting Lisa Price at lisa@entrustfiduciary.com.
- Proposals are due no later than 12:00pm MST, Tuesday, November 1, 2005. We will attempt to answer questions until the proposal deadline. Please email lisa@entrustfiduciary.com or call (928) 782-0974.
- Proposals will be evaluated immediately thereafter. During this time we may require personal interviews with our evaluation team. You will be notified if this is required.
- A final decision is expected no later than November 18, 2005 and is contingent upon approval by the AFA Board of Directors. Negotiations will begin immediately with the successful candidate. All other candidates will be notified shortly thereafter.

7. Budget

Please provide one or several cost proposals to accomplish the scope outlined below. Your cost proposal must encompass all aspects of the conference from planning to completion.

The AFA has not allocated a specific figure for this project as it is our intent to evaluate the success of each conference and refine the criteria and/or budget for future conferences. Ideally, the successful candidate will solicit significant sponsorship for each event which will offset the costs of their services.

8. Audience

- Members – active members, potential members, associate members.
- Current clients, potential clients and general interested parties.
- Individuals who operate in related industries, such as the legal field, health care providers and financial planners.

9. Scope and Guidelines

The scope of this project is to serve as the overall project manager for the AFA semi-annual conference. The contract conference planner will work closely with the AFA conference committee in developing the theme and overall goals of each conference. The next semi-annual AFA conference is currently scheduled for March 2nd and 3rd 2006 in the Phoenix Metropolitan area. A productive and profitable conference may lead to recurring requests for future conference planning.

Event Planning in partnership with AFA conference committee:

The conference planner will:

- Attend or host regular planning/committee meetings. These meetings will typically occur via conference call.
- Work in collaboration with the conference committee to review and evaluate progress.

Content Development and Solicitation:

The conference planner will:

- Develop strategic content and goals around the theme of the conference and anticipate approximately 150 to 200 attendees.
- Coordinate meals and menus.
- Create outreach tools to speakers, presenters and sponsors.
- Coordinate with conference speakers, presenters and sponsors to meet travel and logistical needs.
- Work directly with speakers, presenters and sponsors to confirm participation and follow-up with thank you letters.

Travel Logistics and Coordination:

The conference planner will:

- Coordinate transportation for conference speakers, presenters and sponsors.
- Arrange travel and accommodations for speakers, presenters and sponsors as needed.
- Negotiate discounted group rates for attendees.
- Provide maps, directions and schedules to speakers, presenters, sponsors and attendees.

Development of Tools to Ensure Smooth Operation:

The conference planner will develop the following:

- Work plan
- Timeline
- Contact sheets
- Quick references
- Event staffing and volunteer plan
- Safety and security plan
- Marketing and communication plan
- Conference participant handouts

Onsite Management including Event Staff, Volunteers and Sponsors:

The conference planner will:

- Recruit train and hire event staff and volunteers.
- Manage schedules and provide staff leadership.

Budget Management:

The conference planner will:

- Work closely with vendors to ensure that contracts and invoicing are within budget.
- Update conference committee with any budget concerns or needs.
- Approve all expenses through the conference committee.

Final Review:

The conference planner will:

- Conduct a wrap up meeting with volunteers, staff and the AFA Board of Directors to address any remaining details, evaluate goals, review achievements and discuss any failures and ways to improve those failures in the future.
- Provide organization with an event evaluation with suggestions on how to grow future conferences of the AFA.

10. Qualifications

1. List between three and five conferences your firm has produced that best reflect your work and relevancy to this project.
2. Describe your experience in producing conferences for non-profit/community focused organizations.
3. Provide current reference information for three former or current clients.
4. Briefly describe your firm's organizational capacity to manage the AFA conferences (e.g. staff, equipment, software, physical space, office location, etc).
5. How many full time staff does your firm employ? Please include a copy of your firm's organizational chart.
6. Provide a company profile, length of time in business and core competencies.
7. Briefly describe the percentage of your staff that would end up working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten conference planners, the percentage would be 50%.

8. What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
9. Briefly describe your firm's project management process.
10. Percent of total revenue derived from conference planning and other business ventures.
11. Explain your business model.
12. Please discuss any planned IPOs, mergers or acquisitions.
13. Please explain your service level agreement (SLA) structure.
14. Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested. When discussing completion of the project, please consider that the next scheduled AFA conference is February 2006.
15. Terms and conditions.

Please note, the AFA is open to sole proprietors completing the outlined requirements for this project. Should some of the above information (i.e., staffing levels, organizational chart, etc.) not apply to your business structure, please so indicate and provide as much information as possible.

11. Evaluation Criteria

Proposals will be evaluated using the following criteria:

1. Suitability of proposal – the proposed solution meets the needs and criteria set forth in the RFP.
2. Expertise in conducting large conferences as evidenced by the proposal and references, including project timelines and milestones and successful conferences.
3. Candidate Experience – candidate has successfully completed similar projects and has the qualifications necessary to undertake this project, including capability, personnel, and resources.
4. Proposal Presentation – the information is presented in a clear, logical manner and is well organized

5. Proposal budget & cost

12. Format For Proposals

Please use the following as a guideline to format your proposal:

Length & Font Size:

Please use fonts no smaller than 12 point.

Title Page:

The Arizona Fiduciaries Association, Inc., Conference Planner Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of the company and indicating their position.

Proposal:

Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. You should also touch on your ability to deliver the project in the time frame noted.

Qualifications:

Provide the information requested in Section 12.

Budget & Fees:

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed.

Delivery Criteria:

Deliver proposals to the attention of:

Mailing Address:

Arizona Fiduciaries Association
c/o Lisa M. Price
P.O. Box 249
Yuma, Arizona 85366-0249

Personal Delivery Address:

Arizona Fiduciaries Association
c/o Lisa M. Price
2115 South Arizona Avenue, Suite 6
Yuma, Arizona 85364

Email Address:

lisa@entrustfiduciary.com

If submitting the proposal via email delivery, please format the proposal in .pdf format using Adobe Acrobat.

If submitting the proposal via mail or personal delivery, please include a complete copy of the proposal on disk in .pdf format using Adobe Acrobat.

ATTACHMENT A
AFA 2005 SUMMER CONFERENCE AGENDA

Arizona Fiduciary Call to Action!!
AFA 2005 Summer Conference
June 30 & July 1, 2005 - Flagstaff, Arizona
Registration begins at 11:00 A.M. on June 30, 2005

Thursday June 30, 2005		Friday July 1, 2005	
1:00 P.M. to 1:30 P.M. .5 CEU	Conference Kick Off AFA President's Welcome <i>Presented By:</i> Greg DoVico, RG-NGA National Trends and Issues NGA Vision <i>Presented By:</i> Peter Santini, NGA President	8:00 A.M. to 8:30 A.M.	Breakfast Business Meeting and Conference Welcome <i>By: Honorable Fred Newton, Coconino County Presiding Judge</i>
		8:30 A.M. to 10:30 A.M. 2.0 CEU's (2.0 Ethics)	"Fiduciary Call to Action" <i>This interactive session will focus on the role of the licensee in performance accountability and identification of issues and possible solutions related to the licensure entity. Recent rule changes and legislation affecting fiduciaries will be highlighted.</i>
1:30 P.M. to 3:15 P.M. 1.75 CEU's (1.75 Ethics)	Keynote Speaker William "Bill" Colby, Esquire <i>Bill Colby, now retired from practicing law, represented the Cruzan family in the first right-to-die case ever heard by the United States Supreme Court. Author of "The Long Goodbye: The Deaths of Nancy Cruzan</i>	10:30 A.M. to 10:45 A.M.	Break and Hotel Check Out Time
3:15 P.M. to 3:30 P.M.	Break and Book Signing (Bill Colby)	10:45 A.M. to 11:45 A.M. 1.0 CEU	Break Out Sessions: A. Client Income Tax Filing, Probate Estate Tax and Small Business Tax Responsibilities Q & A <i>Presented By: Henry Varga, CPA</i> B. Special Needs Trusts <i>Presented By: Robert Fleming</i> C. A View From the Bench w/Emphasis on Fiduciary Ethics (Ethics Credits = 1.0) <i>The Honorable Danna Hendrix, AZ Superior Court - Coconino County</i>
3:30 P.M. to 3:45 P.M. .25 CEU	Fiduciary Skit		
3:45 P.M. to 5:15 1.5 CEU's	<i>General Session</i> <i>Licensing Panel Discussion</i> <i>Moderated by Alisa Gray, Esq.</i> <i>and Greg DoVico, AFA President</i> <i>Panel Members:</i> <i>Thomas MacDonald, Private Process Server</i> <i>Roger Downey, Arizona Medical Board</i> <i>Felicia Rotellini, AZ State Banking</i> <i>Department</i>	11:45 A.M. to 12:45 P.M. 1.0 CEU	Break Out Sessions A. "How the Prudent Investor Rule Will Protect You from Liability, Enhance Your Firm's Profitability and Improve Your Investment Results" (Ethics Credits = 1.0) <i>Presented By: Lee H. Anke, RGA/RIA</i> B. Geriatric Care Manager's Certification and Services <i>Presented By: Heather Frenette, RN/GCM</i> C. Office Technology <i>Presented By Robert Fleming</i>
5:15 P.M.	Book Signing (Bill Colby) Independent Evening Activities In Flagstaff	12:45 P.M. to 1:30 P.M. 1:30 - 2:00 P.M. .5 CEU	Lunch Served and Entertainment & <i>Guest Speaker: Senator Albert Hale</i>

ATTACHMENT B

PARTICIPANT COMMENTS

AFA 2005 SUMMER CONFERENCE

AFA 2005 SUMMER CONFERENCE
'Fiduciary Call to Action'
June 30, July 1, 2005 ♦ Radisson Woodlands, Flagstaff, AZ

The following comments were typed as written without correction to spelling or grammar so the original author's comments were preserved as stated:

What would have made this Conference more useful to you?

1. Not much, I loved it & loved the food!!!
2. Information as to how I can join and contribute to the AFA should be in the file.
3. More positive issues.
4. Panel on Thursday was not relevant to our profession. If you had a rep from AOC on panel to offer comparison and inform new fiduciaries of our regulatory and discipline process, it would have been more relevant.
5. Perhaps a panel of family members disclosing positive experiences with fiduciaries (i.e. what works well, how they like receiving assistance, etc.)
6. Meeting agenda w/notice of conference
7. Outline of each presentation
8. New to the industry & looking for any resources to learn more
9. Change to Fri-Sat instead of Thur/Friday – takes too much time away from the office. Full days – two half days is wasteful.
10. Provide training objectives or descriptions in summary to aid class selection when having breakouts.
11. Continue more guardian info.
12. Peer discussions on mechanics of operating a fiduciary practice.
13. Licensing Panel Discussion – not as helpful. Keynote speaker was outstanding.
14. Clean restrooms & more available water.
15. Very informative!
16. More time (two full days)
17. To explain the public fiduciary
18. Change breakouts to include some more elementary fiduciary topics being available to new fiduciaries and as refresher/update to “older” (i.e. setting mission statement, policy and procedure manual, accounting practices)
19. I think some of the topics discussed should have been longer for ex: You can't cover Special Needs Trust & Pruden Investor Rule in 1.0 hr – You need more time!!
20. Entertainment that's different – for crying out loud – we're all from Arizona and have had Native American exposure! How bout bringing in a comedian & ending the conference on an “Up” note with some laughter.
21. Thurs panel have related discussion more directly to fiduciaries.
22. The ability to attend all (or more of) the breakout sessions
23. Longer session on geriatric care manager

24. HIPPA – Records – guidelines
25. Good
26. More breakout sessions
27. Good topics & speakers
28. Special breakout for new fiduciaries
29. More tables and chairs were needed. Also, there were children sitting at tables, while paying fiduciaries stood or sat in chairs against the wall.
30. The fiduciary call to action program would have been more helpful if a rep from AOC was present as there was incorrect & incomplete info given to the group that could have/should have been clarified.
31. Everything was helpful.
32. Again – we have many smaller private fiduciaries – can we do a breakout?
33. Allowed more time for the lectures in the Break Out sessions. Their topics need more than 1 hours time to adequately cover.
34. Actual training (methods, procedures, requirements) for a fiduciary. Not worth \$125.00 Not enough room or coffee, what idiot scheduled this the first week of the month, panel discussion Thursday are a waste of time.
35. Thursday hot Friday comfortable
36. More breakout workshop sessions
37. More information on what resources are available in AZ.

What training/education programs and or topics would be helpful to you?

1. I would like a short break out session RE: Accounting, etc.
2. There are so many new fiduciaries. Give them more basics in courses they can choose from.
3. More about appropriate fees, audit guidelines and information & professional sources (list of names, specialty, email . . .)
4. More data on laws especially latest changes
5. Audit compliance HIPPA & Attorney/Client crossing the lines of combined professions.
6. Practical Applications
7. Novice gdn training
8. Office audit preparation – summaries from past AOC audits
9. Basic to advanced practice operations and management topics/programs.
10. Some odd issues faced by fiduciaries: ie, dealing with disposition of ward's pets/placement; hot to talk to alzheimer's patients (some publications address this specifically)' some 'basics' a fiduciary should know, in juxtaposition to the rather intimidating AOC audits, particularly in light of the new private fiduciaries.
11. Case mgmt, probate (personal reps of estates)
12. More on physical & financial abuse
13. Case management of the mentally ill & other non-geriatric clients.
14. Cover living will and do not recessutate (DNR) issues.
15. Geriatrics/dealing w/alzheimers
16. Laws on Fudiciaries
17. Ways to speed the court compliance process.

18. More legal topics
19. There needs to be more topics relevant to the Public Fiduciary's offices needs.
20. How to prepare an accounting? How to write a succinct case notes? Sources & Investigative Tools.
21. Thursday Agenda missing
22. What the court accounting is looking for.
23. More nuts and bolts "How to" sessions.
24. Negative attitude from panel, should have been more constructive
25. Refresher course on: File (case) set up suggestions (Peter Santini), AOC/Audit file set ups, Decision tree set up/suggestions, Case file check lists(s) suggestions.
26. Office Practices that meet the AOC audit expectations for a fiduciaries files.
27. Training/review on Fiduciary Code of Conduct, Policy & Procedures for a fiduciary office.

Comments:

1. I feel it was wrong to ask J.R. & Kitty not to attend the interactive session – Whatever is said should not be said behind their back. We are making the audit a monster- It can be very informative & positive if we make it that way. Thank Goodness someone is watching.
2. I enjoyed very much Bill Colby and his book. Thank you. This was a very nice facility/the food and service was GREAT
3. A good conference – enjoyed the info!
4. Great amount of time for notice of conference
5. There was a child brought to conference who was in the back of the room but it was still distracting to those in back. Don't feel children belong at a conference.
6. Great conference
7. Great program! One of the better ones that the AFA has put on.
8. Overall a Good Conference
9. Teaching strategies – some very good; others not
10. Organization broke down around mid-day Friday, both in the area of facilities cleaning & in the area of correct & timely notice as to what sessions were where. You should have, before the breakout sessions told people where each session would meet, & told people what was happening at lunch and where. Any chance of a future session of use to investigators?
11. Facilitators not effective at moving from "brainstorming" to identifying, prioritizing and getting consensus on action items.
12. Facilitators let discussion get off track.
13. Overall – well-organized & informative and the facilities & food were great too!
14. Distraction from children, who should not attend

15. This conference was great. The speakers, materials and the food was really good. Special thanks to Helen for all her hard work. The hotel staff did a very good job in keeping water and coffee available.
16. I think it would be helpful to have a discussion exploring the ethical relationship between a fiduciary & his attorney. Is the traditional attorney/client relationship changed because the client is a fiduciary? If so, how? For example, if a fiduciary does something harmful to a beneficiary, may or must the attorney take individual action if the fiduciary will not take corrective action? The legal ethics rules have new provisions which may come into play.
17. Senator Hale did culture good
18. The luncheon setting was extremely inadequate. Those sitting in the middle of the table had to yell/beg for their food, while those on each end found it ridiculous to try and obtain the one salt & pepper or salad dressing left in the middle. Then I find to get something to drink we all have to get up & fight our way out to the tables at the rear? This is very, very poorly arranged.
19. Thursday session were very good.
20. Thank you.
21. Excellent conference. Very helpful. Lots of good & useful information.
22. It was great.
23. The AFA Business meeting was fascinating – probably should be a reg part of first day scheduling. Disappointed that Bonds were not covered appropriate inappropriate in the same way.
24. Facility was nice. Problem with difficulty limited space between tables – if seated in center unable to get through once seated. Session on Geriatric Caregiver was not informative. Speaker was too self focused on her own personal life and personal business. The little stated focus on certification – minimal information was given.
25. The conference ran way over the scheduled time. Makes it hard for those with a long drive home.
26. Thanks
27. I would like the conference moved back to May and not on a Holiday weekend. The timing was inconvenient since it falls with employee vacations.
28. Thanks.
29. I liked fresh fruit & veggies 6/30
30. Thxs
31. Coffee was cold, breakfast was great!